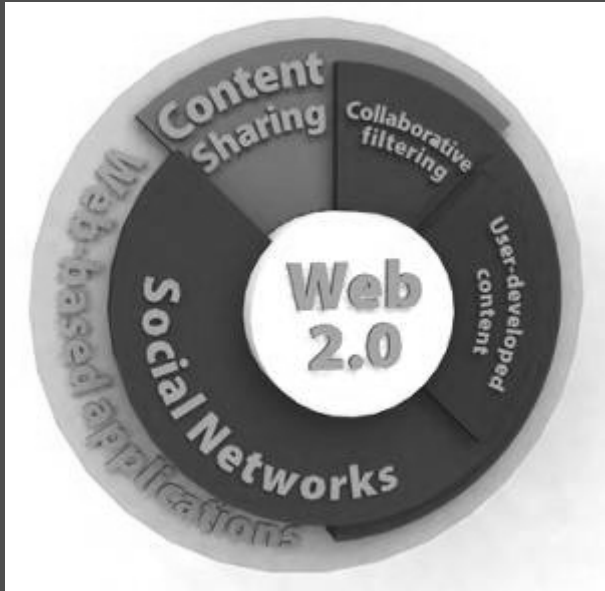


Web 2.0 applications for Museums



Thessaloniki Olympic Museum

What is Web 2.0?



*creativity / information **sharing***

*/ collaboration among **users***

web-based communities / hosted services
social-networking sites / wikis / folksonomies / blogs

Tim O' Reilly:

"Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as platform and an attempt to understand the rules for success on that new platform."

"Web 2.0 can be visualized as a set of principles and practices that tie together a veritable solar system of sites that demonstrate some or all of those principles, at a varying distance from that core"

What type of technology is used in Web 2.0?



css / Folksonomies /
 Microformats / RIA /
 Semantic data / Weblog /
 Syndication / API / Mashups / RSS

What can be described as "Web 2.0 applications"?



Blogs / Wikis / Podcasts / RSS Feeds
 / Social Tagging- Bookmarking /
 Social Networking

Which Web 2.0 applications are currently used by museums?

blogs offer

- reverse chronological journaling
- regular date-stamped entries
- links to related news articles
- document entries within each entry
- archived entries
- links to related blogs, RSS or XML feed

museum blogging is

- easy
- cheap
- safe / low- threat

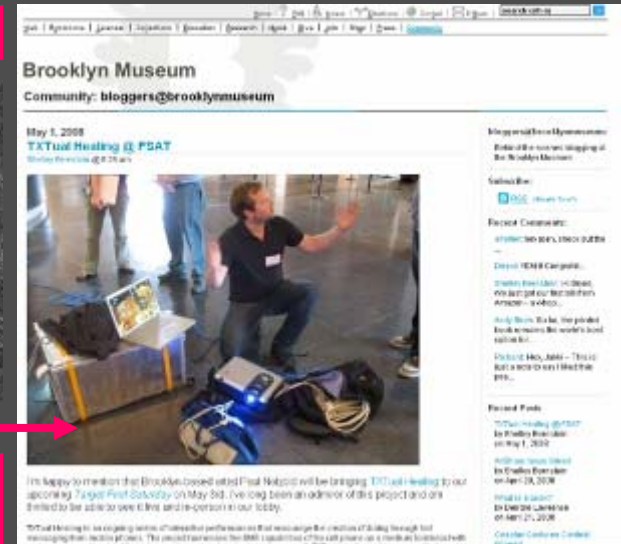
museum blogs categories

- institutional information blog
- aggregate content blog / community content
- specialized content blog
- personal voice blog

The Museologist Blog



The Brooklyn Museum Blog



The Museum 2.0 Blog

Which Web 2.0 applications are currently used by museums?

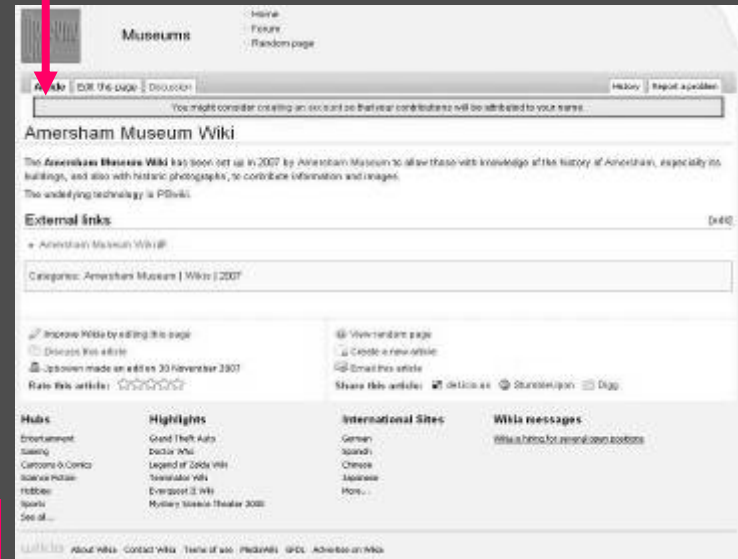
wikis offer

ease of use
flexibility
open access
direct web interface
online collaboration
history and rollback functions

museum wikis categories

wikipedia entry
museums wikia entry
wiki facility on the museum website

The Amersham Museum Wiki hosted at Wikia



The Olympic Museum Lausanne Entry at Wikipedia



The Newark Museum Wiki



Which Web 2.0 applications are currently used by museums?

multimedia sharing and podcasts offer

flexibility

low cost and low risk

diverse format content

user contribution

massive scale interaction

entertainment

museum podcasts can

build more audiences

extend virtual visits

enhance educational resources

extend public outreach results

disseminate research

museum podcast categories

| content provider | website |
|------------------|----------------------------|
| museum | museum website |
| | multimedia sharing website |
| user- producer | museum website |
| | multimedia sharing website |

The IOC Website podcast



The Brooklyn Museum Current Exhibition Podcasts



The Tate Online Events Archive

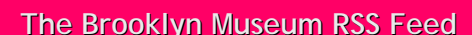
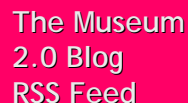


The Olympic Museum Lausanne 2008 video on YouTube



ability to run in web based aggregators, desktop clients & portable devices

attract visitors to museum collections



Which Web 2.0 applications are currently used by museums?

social tagging enables users to

create, store and share lists of bookmarks or favourites

tag bookmarks with keywords and arrange them in more than one category
handle a variety of digital artefacts

museum social tagging can

enable user comments

manage collections online

provoke public participation and feedback
augment the museum content

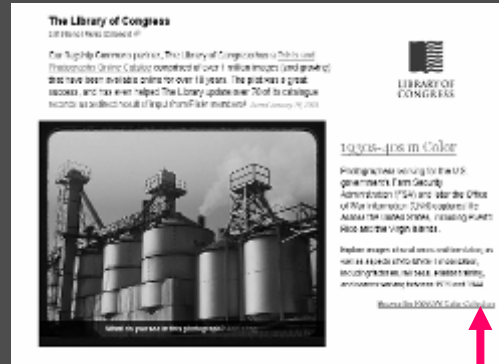
attract targeted audiences

museum social tagging categories

museum website based social tagging projects

museum content uploaded to social bookmarking websites

museum related content provided by users - producers at social bookmarking websites



The Library of Congress on the Flickr Commons

The Cleveland Museum of Art On-line Collection



The Art Museum Social Tagging Project



The Powerhouse Museum Collection Tagging

Which Web 2.0 applications are currently used by museums?

social networking provides
users communication

unique user profiles

personal home pages

user generated content

museum social networking can
promote museum events, exhibitions, collections

attract museum visitors

create new target audiences

create museum affinity groups

museum social networking categories

institutional profiles in social networking sites

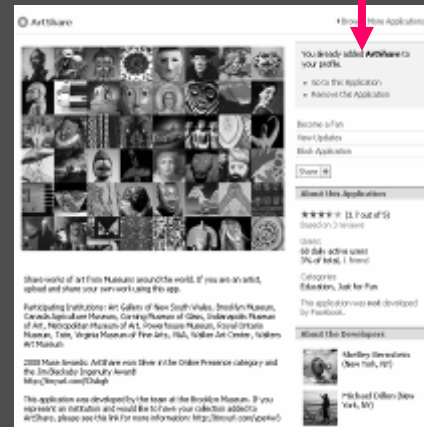
Institutional applications in social networking sites

custom museum social networks

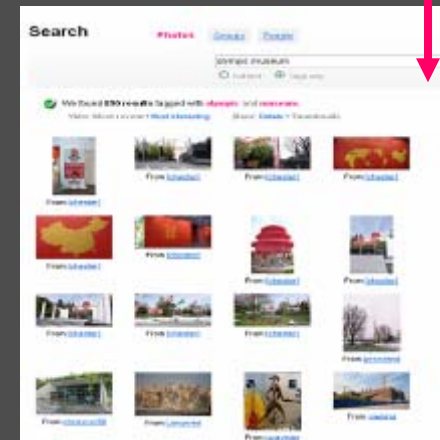
Global Museum's Online Social Network



ArtShare application at Facebook



Olympic Museum Lausanne at Flickr



moma at Facebook



Should museums *go digital*?

I.C.O.M. definition of museums focuses on

“the tangible and intangible evidence of people and their environment”

Wikipedia definition of Web 2.0 focuses on

Web- based communities and hosted services... that facilitate collaboration and sharing between users

In order to create efficient on-line public services, museums need to reflect on possible organisational change and mission statement change

Why ?

museums have extraordinary content / museums occupy knowledgeable people
/ museums can touch and affect real people / museums need up to date marketing
tools / museums could use further attractions for educational audiences / small
scale solutions are efficient and easily measurable / it can be safe